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Issued by the EPA Chief Information Officer,
Pursuant to Delegation 1-19, dated 07/07/2005

WEB GOVERNANCE AND MANAGEMENT

1. PURPOSE

This Policy establishes that the U.S. Environmental Protection Agency will operate and maintain public access websites to assist in fulfilling the Agency's mission - to protect human health and the environment.

2. SCOPE AND APPLICABILITY

This Policy applies to all EPA web content on public access websites including approved third-party websites and authorized cloud providers.

EPA web content on social media third-party websites, such as Facebook and YouTube, shall also follow the EPA Social Media Policy and applicable guidance.

3. AUDIENCE

The audience for this Policy includes the EPA Chief Information Officer (CIO), the Office of External Affairs and Environmental Education, the Office of Environmental Information, the Web Executive Board, Web Council members, program and regional offices, and any person involved in Web governance and management of the public access EPA websites, including contractors and grantees operating on behalf of EPA.

4. BACKGROUND

EPA's website, epa.gov, is the Agency's primary interface for providing public access to environmental information. EPA's website is the interactive tool of choice for the delivery of Agency services to its many audiences. The public website is an essential tool in achieving EPA's mission to protect human health and the environment.

5. AUTHORITY

E-Government Act of 2002
OMB Circular A-130: Management of Federal Information Resources

Administrator Michael Leavitt memorandum, "Improving EPA's Web Site", December 6, 2004

Administrator Lisa P. Jackson memorandum, "Restructuring EPA's Online Presence" February 25, 2010

CIO Policy 2102.0, "Senior Information Officials"

6. POLICY

The EPA website is a fundamental part of every Agency program; taken together, these pages are the foundation of the Agency's environmental outreach and communication program and serve as a primary mechanism for public engagement in Agency activities. The site conveys and amplifies the Agency's mission, goals and work. It provides both opportunity and obligation to present timely information, data and interpretation to a globe-spanning audience.

EPA encourages aggressive use of EPA websites to allow and encourage the electronic conduct of Agency business. EPA websites shall communicate the fullest array of Agency information, including: general information, program actions and activities, regulations, data, science and educational materials.

- The Office of External Affairs and Environmental Education (OEAEE) and the Office of Environmental Information (OEI) share responsibility for governance of EPA's public access websites. OEAEE is responsible for content management and OEI is responsible for infrastructure.
- The management of content is the responsibility of the Assistant Administrator or Regional Administrator of each program office or region in accordance with OEAEE and OEI's governance policies and procedures.
- The management of Agency Web resources for both content and infrastructure are designated as essential functions for the Continuity of Operations (COOP) of the Agency's mission.
- EPA Web content will adhere to this policy and its subsequent procedures, standards, and guidance that encompass Web governance and management.
- EPA Web content will adhere to Section 508 accessibility requirements, as well as, applicable copyright, privacy, records, and security requirements as they relate to Web content.
- EPA will adhere to Office of Management and Budget (OMB) policies for federal public websites.

7. RELATED DOCUMENTS

Web Executive Board Information and Charter
Web Council Information and Charter
EPA Web Guide
Guide for Managing Federal Web Sites: Web Content

CIO Policy 2130.0, "Accessible Electronic and Information Technology"
CIO Policy 2134.0, "Information Collection"
CIO Policy 2150.3, "Environmental Protection Agency Information Security Policy"
CIO Policy 2151.0, "Privacy Policy"
CIO Policy 2155.1, "Records Management"
CIO Policy 2171.0, "Information Access Policy"
CIO Policy 2181.0, "Posting Copyrighted Works on EPA Web Site"
CIO Policy 2182.0, "Children Privacy and Children's Copyright Issues"
CIO Policy 2184.0, "Social Media Policy"

All EPA CIO policies are located at: http://www.epa.gov/irmpoli8/policies/index.html

8. **ROLES AND RESPONSIBILITIES**

Web policy is developed, approved, and issued as follows:

1. The Web Council makes high-level Web policy (content and infrastructure) recommendations to the Web Executive Board through the National Web Content and Infrastructure Managers.
2. The Web Executive Board will make recommendations to the Associate Administrator of OEAEE and the Assistant Administrator of OEI on decisions regarding Web policy and resource matters with agency-wide applicability.*
3. The Associate Administrator of OEAEE and the Assistant Administrator of OEI jointly recommend Web policy through the Quality and Information Council policy process and as appropriate, discuss operational issues requiring senior-level input with groups such as Public Affairs Directors, Communications Directors, the Quality and Information Council, and the Office of General Counsel.
4. The Chief Information Officer approves and issues Web policy.

   The Web Executive Board may function as a subcommittee or other component of the Quality and Information Council (QIC). Web governance will be aligned with EPA's information technology and information management governance. The initial implementation in FY2013 will serve as an interim approach while the QIC is considering a restructuring. Based on the analysis of the QIC structure, the Web Executive Board functions may become part of a subcommittee that has a broader scope that includes additional information access programs.

Office of External Affairs and Environmental Education (OEAEE) and the Office of Environmental Information (OEI):
- The Deputy Principal Associate Administrator of OEAEE and the Office Director of the Office of Information Analysis and Access in OEI serve as co-chairs of the Web Executive Board.
- Lead the Web Council through a National Web Content Manager and the National

Web Infrastructure Manager, respectively.
- Develop procedures, standards, and guidance for epa.gov based on its collaborations with the Web Executive Board, the Web Council, and other appropriate entities,.

All program and regional offices: Responsible for cross-Agency collaboration through their Web Council representatives and the Web communities of practice in the development and maintenance of content.

Web Executive Board: The Board is a group of senior communications and resource managers that acts on the recommendations from the OEAEE National Web Content Manager and OEI National Web Infrastructure Manager and provide input on strategic Web topics and decisions.

Senior Information Officers: SIOs from the program offices and regional offices with membership on the Web Executive Board serve as their office's representative on the Board. Each SIO, regardless of membership on the Board appoints the Web Council members for their office.

Communications Directors/Public Affairs Directors: Responsible for the implementation of Web policy(s), resources and decisions of the Web Executive Board. The CDs/PADs work closely with their SIOs, content developers, editors-in-chief, and Web Council members on content development and maintenance. The SIO may appoint CDs/PADs to serve as the Web Council member for their organization.

Web Council: Responsible for the implementation and dissemination of Web policy(s), resources and decisions of the Web Executive Board. The Web Council is chaired by the National Content and Infrastructure Managers. The Web Council is an advisory body for technical, design and procedural issues, as well as the main contact point for day-to-day operations, communications and coordination.

Editors-in-chief (EICs): serve as the project manager and primary point of contact for EPA microsites and resource directories web pages on the EPA website.

9. DEFINITIONS

Web Communities of Practice: Communities composed of staff across EPA that support content creation and publication. Communities will be encouraged to engage in discussions, develop and deliver webinars, best practices, and otherwise share knowledge.

10. WAIVERS

There are no waivers from this policy. There may be waivers or exemptions for certain specifications in the procedures and standards.

11. **RELATED PROCEDURES, STANDARDS AND GUIDANCE**

Related EPA policies, procedures, standards, guidance, and resources are included in the EPA Web Guide.

12. **MATERIAL SUPERSEDED**

CIO Policy 2180.0 (Formally 2191.0) Web Governance and Management dated September 7, 2006.

13. **ADDITIONAL INFORMATION**

For further information about this Policy, please contact the Office of Environmental Information, Office of Information Access and Analysis, Policy and Program Management Branch in the Information Access Division.

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